



Board Meeting Minutes
September 20th, 2016 10:00am
Latitude 62'

Board Meeting Begins: 10:00am

1. President Trevor Walter

Board Members in Attendance:

1. Dora Miller
2. Trevor Walter
3. Patti Coleman
4. Stephanie Smothers

Others in Attendance:

1. Kerry Walter – Administrative Assistant

Additions to Agenda:

Approval of Minutes of March Meeting as Written

- Motion by Dora to approve May meeting minutes as written.
- 2nd Patti Coleman
- Unanimous

Treasure Report: Kerry Walter – Report can be found online.

Persons to Be Heard:

Correspondence:

1. Denali National Park Newsletters - Letter of Support
 - Motion to write a letter of support for the Denali National Park by Stephanie Smothers
 - 2nd Dora Miller
 - Unanimous
 - Stephanie Smothers will write letter and send to board for approval.
2. ATIA State Conference - In Anchorage Oct. 3rd-7th. - AT Community Night Talkeetna will be featured.
 - Stephanie Smothers and Patti Coleman volunteered to help with Community Night.

- Looking for decorations like mini-moose or airplanes
 - Chamber will loan our TKA Sign.
3. Adventure Tour Conference - In Anchorage September 19th-22nd.
 4. Alaska Tour and Travel 2017 Schedule - Kerry Walter will forward on to members.
 5. UAF Arctic Innovation Competition in Fairbanks October 22nd.
 6. Upper Susitna Food Pantry - Looking for donations.
 7. Letter from Dan Sullivan - Congratulating Talkeetna on our Centennial.
 8. Trip Advisor - Talkeetna listed as Top 24 Beautiful Little Mountain Towns.
 9. Mat-Su Borough Parks and Recreation Bond Projects.
 10. Expedia - Talkeetna listed as one of the most beautiful places in the world.

Committee Reports:

1. *Marketing & Events Committee*
 - a. Live@5 Committee – Kerry Walter
 - i. Very successful
 - ii. We locked the power box for the pavilion and Jenny Krepel & Kerry Walter have the keys.
 - iii. DAC is requesting an increase to \$8500.00 for the 2017 season.
 - iv. We hire DAC to manage Live at 5.
 - v. Need to create a committee
 - b. Moose on Parade – Kerry Walter
 - i. Very successful
 - ii. We made the most money ever \$2093.83
 - iii. Exploring new ideas for Moose on Parade.
 - iv. Need to create a committee
 - c. Centennial Committee – Kerry Walter
 - i. Patti Coleman was in charge of the dunk tank and we made over \$900.00.
 - ii. Princess make the cake.
 - iii. Talkeetna Alaskan Lodge sponsored the Carnival for the children we gave away over 500 prizes in an hour.
 - iv. Church on the Rock sponsored the BBQ
 - v. Casey Ressler was our Auctioneer
 - vi. Sent out thank you notes to all the sponsors and volunteers.
 - d. Annual Banquet - Kerry Walter
 - i. Bid letters were sent out two weeks ago to all the restaurants.
 - ii. Need to create a committee - Pattie Coleman, Stephanie Smothers, Dora Miller & Kerry Walter volunteered.
 - iii. Bids due Wens. The 21st need to vote on them by Friday the 23rd.
 - iv. Need an auctioneer
 - Casey Ressler said he could if we need him.
 - Patti Colman will contact Steve Hansen
 - v. Need music
 - Trevor Walter will contact Steve Durr and Kayti & the Alter Boys.
 - vi. Suzy Kellard has offered to loan us her decorations.

- vii. Price per ticket is \$35-\$40 depending on bids.
- viii. Invitations have been purchased
 - Kerry Walter will prepare them.
 - Stephanie Smothers will print labels.
 - Send out by Wens. Sept. 28th
 - Need postage
- ix. Annual Banquet will be on Friday October 14th from 6-9pm.
 - Need to create an election Committee - Dora Miller and Stephanie Smothers volunteered
 - Current board members running again are Shawn Standley & Patti Coleman.
 - Need to recruit more chamber members to run for the board.
 - Website has detailed info for potential candidates to read.
- e. Visitor Guide Committee – Trevor Walter
 - i. Most popular guide in the state.
 - ii. Ad sales are first come first serve.
 - iii. Vote to have Alaska Adventure Media design our guide this year.
 - Motion by Patti Coleman to have John Woodbury and his company Alaska Adventure Media design the 2017 Talkeetna Visitor Guide.
 - 2nd Dora Miller
 - Unanimous
 - iv. We sold \$16k in ads as of today and 8K have paid for ads.
 - v. Town and Trail Map will now be apart of the Talkeetna Visitor Guide.
 - vi. Printing at least 50k for guide with town and trail map.
 - vii. Printing at least 20k of the Talkeetna Town and Trail Map.
 - viii. Advertising is available on the back cover of the Talkeetna Town and Trail map.
 - ix. We will be keeping the Talkeetna flair on the map design.
 - x. We will change the name to Talkeetna ... The Gateway to Denail.
 - xi. Maps will be updated each year.
 - xii. Alaska Adventure Media has offered to design ads for chamber members for the guide for \$25.00.
 - xiii. Storage of our guides with Anchorage Distribution is \$30.00 per month.
 - xiv. We need to create a committee - Trevor Walter & Kerry Walter volunteered.
- f. Website Committee – Trevor Walter
 - i. Looks like we should be able to afford to redesign the website.
 - ii. Start project in January 2017.
- g. Winter Guide - Trevor Walter
 - i. We will create a new one for this year.
 - ii. Goal is to show guest which business are open in the winter and when. (name contact info and hrs.)
 - iii. Create a form for members to fill out at the banquet.
 - iv. Kerry Walter will send an email to the businesses.
 - v. All members have one week send us their info.
 - vi. We will publish the winter guide on Nov. 1st.

- h. Annual Christmas Party - Kerry Walter
 - i. Will be held at the Susitna River Lodge at 6pm on Thursday Dec. 8th 2016.
- i. The Motorized Parade of Lights - Kerry Walter
 - i. Need to create a Committee - Patti Coleman & Kerry Walter volunteered.
 - ii. Parade will be Friday Dec. 2nd
 - iii. Need a theme for the parade.
- j. Annual Town Tree Lighting - Kerry Walter
 - i. The tree needs to be up on Saturday the 26th of November.
 - ii. The tree will be decorated on Sunday the 27th of November.
 - iii. Girl Scouts want to help decorate.
 - iv. Discussed maintaining the tradition and keep the tree and lights up till the last sled dog team has crossed the line in Nome.
- k. Taste of Talkeetna - Kerry Walter
 - i. Need to create a committee. Stephanie Smothers & Kerry Walter Volunteered.
 - ii. Should have 6 restaurants and 2 pubs.
 - iii. Chamber keep 10% for costs.
 - iv. Discussed having the Golden Tickets again.
 - v. Taste of Talkeetna will be on Dec.10th from 4pm-8pm.
 - vi. Cost of tickets will be \$40.00.
- l. Beautify Talkeetna Committee – N/A
- m. MSCVB - N/A
- 2. *Membership & Community Relations – Kerry Walter*
 - a. Membership – Invoices were sent on on September 1st.
 - i. We have received \$10,000 as of today
 - ii. Discussed the logistics of sending out invoice prior to the 1st of Sept.
 - The is not a wise decision as this creates extra work for the bookkeeping.
 - b. *TCC – Patti Coleman - this meeting was well attended.*
 - i. *Borough came to discuss the sewer.*
 - ii. *Spud Committee will meet May 19th at 7:00pm at the Library.*
- 3. Awards Committee – Kerry Walter
 - a. We have not had time to make this happen.
- 4. *Scholarship – Kerry Walter*
 - a. The Chamber gave away \$3250.00 in Scholarships.
 - i. All but one winner has sent us their verification of enrollment and checks have been mailed out to all but one.
- 5. By-Laws Committee – Trevor Walter
 - a. Revised By-Laws will be mailed out again to the general members in Oct.2016
 - b. Vote on them at a future Board Meeting.

Old Business:

- 1. Rotary Club Service Project
 - a. This was not a success.
 - b. Stephanie Smothers will talk to Cheryl Metiva about how the project went.
- 2. Business Cards

- a. Trevor Walter will try and redesign and then send to board for approval.
3. Downtown Talkeetna Sign
 - a. Trevor Walter will talk to Jim Kellard about getting the sign painted.
 - b. Thank you to Stephanie Smothers for the beautiful flowers she planted.

New Business:

1. Voted in new business
 - a. The High Expedition Company
 - i. Motion by Patti Coleman to vote in The High Expedition Company as a new member.
 - ii. 2nd Stephanie Smothers
 - iii. Unanimous
2. Need to create a Audit Committee
3. Need to create a Budget committee - Kerry Walter & Stephanie Smothers Volunteered.
4. New Camera was purchased for \$500.00 - valued at \$1500.00
5. Discussed renewing our ad in 2017 MSCVB Visitor Guide.
 - a. Motion by Patti Coleman to renew our ad in the MSCVB 2017 Visitor Guide.
 - b. 2nd Stephanie Smothers
 - c. Unanimous

Upcoming Meetings & Announcements

- Oct. 11th - Chamber Board Meeting at Latitude 62' at 10am.
- Oct. 14th - Annual Chamber Banquet - at 6pm - location TBA.
- Nov. 8th - Chamber Board Meeting at Talkeetna Roadhouse at 10am.
- Nov. 10th - General Meeting Luncheon at Denali Brew Pub at 11:45 am.
- Nov. 27th - Annual Town Tree Lighting - TBA
- Dec. 2nd - Motorized Parade of Lights
- Dec. 6th - Chamber Board Meeting at Latitude 62' at 10am.
- Dec. 8th - Annual Chamber Christmas Party at Susitna River Lodge at 6pm
- Dec. - 10th - Taste of Talkeetna 4-8pm

Adjournment: 11:21am (Sept. 2016)

Minutes respectfully submitted by:

Kerry Walter

Administrative Assistance

Talkeetna Chamber of Commerce

